GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1051
ANSWERED ON:27.07.2001
CREATION OF SOCIAL AWARENESS
CHADA SURESH REDDY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of films funded by her Ministry during the last two years to create social awareness among the masses;

(b) whether the desired objectives have been achieved; and

(c) the measures taken to give more publicity for success of such films?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a), (b) & (c): The Films Division has been provided funds by the Ministry ofInformation & Broadcasting to produce various news magazines and films to create social awareness. During the year 1999-2000 Films Division hasproduced 16 films and 1 news magazine and during the year 2000-2001 the Division has produced 32 films and 10 news magazines on a wide range of subjects like environment, women`s empowerment, communal harmony, music, culture, health etc. The films and news magazines produced by Films Division are dubbed in 15 regional languages and released through approximately 13,000 cinema houses throughout the country. Apart from this, these films are also exhibited in video format by the Directorate of Field Publicity in rural areas. They are also loaned to various institutions, societies , NGOs etc. Films Division also holds film festivals in important cities and State capitals regularly to increase the reach of the films and news magazines for creating social awareness amongst the masses.